

Spokane County
Quit Line Data Summary
 April 1 - June 30, 2003

	County	State
Number of Calls to Quit Line	N = 376	N = 3,671
Percent of Statewide Calls	12.8%	100.0%
Percent of State Population in County¹	7.1%	100.0%
	County %	State %
Gender	N = 372	N = 3,165
Female	56.7%	60.2%
Male	43.3%	39.8%
Race/Ethnicity	N = 345	N = 2,585
People of Color	11.6%	12.9%
White	88.4%	87.1%
Age	N = 366	N = 2,854
Less than 18 years old	0.8%	2.1%
18 - 24 years old	16.7%	14.8%
25 - 34 years old	21.0%	23.1%
35 - 44 years old	24.3%	25.3%
45 years and older	37.2%	34.8%
Education	N = 360	N = 2,724
Did not graduate high school	18.1%	16.0%
High school graduate	40.0%	34.7%
Some college/vocational school	34.2%	36.8%
College graduate	7.8%	12.5%
Caller Type	N = 376	N = 3,278
General Information	1.9%	12.3%
Health care provider	1.6%	3.5%
Tobacco user	96.5%	84.1%
Payer Type	N = 291	N = 2,092
Insured	27.8%	34.9%
Uninsured	28.9%	28.9%
Medicaid	43.3%	36.1%
Heard About	N = 342	N = 2,748
Past caller	10.2%	11.3%
Employer/worksites	0.9%	0.6%
Health care provider	25.1%	24.8%
Television	18.7%	16.6%
Outdoor advertisement (billboard/bus/wall)	5.6%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	4.4%	6.8%
Newspaper/Magazine	0.0%	0.9%
Brochure/Newsletter	4.4%	5.7%
Family or friend	29.8%	22.9%
Health Department	0.6%	4.1%
School	0.3%	0.6%

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.